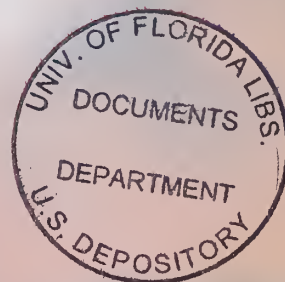


U.S. ARMY RECRUITING and CAREER COUNSELING

journal

JANUARY 1978

FLARE



**The Golden Knights:
on target for recruiting**





**Golden
Knights**

**Army
Parachute
Team
on a
Dedicated
Tour**

On target

By CPL LARRY HOOK
Photos by SFC JOE SUMAKERIS
US Army Parachute Team

Three times each year the United States Army Parachute Team, the "Golden Knights," takes time from their air show schedule to perform dedicated recruiting tours. These tours are generally performed in low production, remote areas where the team does not appear during the show season. The area to be toured **is not** selected by the "Golden Knights," but by Headquarters, USAREC.

The mission on these tours is to further promote the Army recruiting effort and to aid local recruiters in selling the combat arms branches to prospective recruits. By using the "Golden Knights" as both awareness and lead generators for the Recruiting Command, many new prospects are identified for local recruiters.

On the show site, new prospects have an opportunity to discuss Army life with a group of individuals who enjoy serving their country, and who are representative of many other fine soldiers who take pride in what they do. Since most of the Knights come from the combat arms branches, the conversation at the jump site will normally turn to the 'adventure training' aspects of the Army.

Some recruiters are not aware that the "Golden Knights" can do more than simply jump out of airplanes. The team is a community relations tool for the Recruiting Command. In a recent recruiting tour which included the Lansing and Milwaukee DRCs as well as the Rapid City, S.D. recruiting area, the "Golden Knights" performed 13 demonstrations before approximately 16,600 spectators, participated in 36 high school presentations before 8,293



for recruiting

students, made seven influencer group appearances before 250 spectators, and had seven radio and television interviews totaling 32 minutes.

A dedicated tour normally lasts from 18 to 20 days, depending on the funds available for the tour at the time it is planned. To improve tour planning, an advance man from the team comes through the area about a month before the Knights arrive to assist in coordination.



A "Golden Knight" high school presentation is a rehearsed 50 to 60 minute program explaining the Army Parachute Team and amplifying the adventure training associated with combat arms. The presentation includes a film showing the jumper's perspective of a demonstration jump. It is also designed to stimulate interest in the actual demonstration to be made later in the day or week, as well as promote the adventurous life available in the

Typical Golden Knights' Single Day Schedule

PLACE	TIME	ACTIVITY	ESCORT	POINT OF CONTACT	PHONE	REMARKS
GROUP I						
Marshfield Airport	0830	Meet Escort	SGT Scherz	SGT Scherz	384-9994	
	0845	Tvl to Marshfield High School				
Marshfield H S	0900	Set Up		Mr. King	387-1185	
	0920	Presentation				
	1020	Presentation				
	1145	Tvl to Pittsville High School				
Pittsville H S	1230	Set Up		Mr. Pauloski	884-6412	
	1300	Presentation				
GROUP II						
Marshfield Airport	0830	Meet Escort	SSG Vandre	SSG Vandre	384-9994	
	0845	Tvl to Columbus High School				
Columbus H S	0900	Set Up		Sr. Marc Marie	387-1177	
	0930	Presentation				
		1100	Tvl to St. Josephs Hosp.			
St. Josephs	1230	Set up		Ms. Peterson	387-1713	
	1300	Presentation.				
GROUP III						
Marshfield Airport	0830	Meet Escort	SSG Eddy	SSG Eddy	384-9994	
	0845	Tvl to Marshfield Junior High				
Marshfield Jr H S	0855	Set Up		Mr. Cron	387-1248	
	0910	Presentation				
Norwood Hospital	1230	Set Up		Ms. Shroeder	384-2188	
	1300	Presentation				
Media Team	0830	Meet Escort	CPT Fagan	CPT Fagan	384-9994	
	0845	Tvl to Radio Station				
	0900	Interview				

Golden Knights on target



Army. The "Adventure Training" film shown depicts some of the training to be found in the combat arms branch.

An ideal schedule has the eleven-man jump team broken down into three groups of three men—leaving two men to work as a media team. This method allows simultaneous coverage of three high schools and provides a media team to handle radio and television interviews. The key to success on these tours can be measured by the number of high school presentations logically tied to demonstration jumps in the area. An example single day schedule on a dedicated tour might look like the one boxed on the preceding page.

Such a schedule allows team members to promote the demonstration to the students, as well as reenforce the presence of the local recruiter to the student body. In the course of the high school presentation there is a question and answer session which allows the students to ask questions about the Army and parachuting.

How well does this method work? On a dedicated recruiting tour performed earlier this year, Western Regional Recruiting Command commented on the 11 demonstrations, the 22 high school presentations, the radio and television interviews and the leads generated by the team: "The outstanding professionalism and military bearing of the Golden Knights significantly assisted recruiting efforts in these areas and promoted a favorable Army image."



Features

- 5 Inside Front Cover: Golden Knights—On Target for Recruiting
- 6 About the Rand Corp. report
- 7 Without a plan you accomplish nothing
- 8 Take pains to insure the Army is well represented at high school career days
- 9 Influencers are the ones who know where to find the best prospects
- 10 A phone call or direct mail item may be all it takes
- 11 A good high school program must be thorough but simple
- 12 "Planning" includes planning for leave
- 13 An outline for recruiting in the summer months
- 14 A test of your knowledge regarding people to know in the schools
- 15 Last year's prospect lists provide many of this year's enlistments
- 16 High school sports: a great place to get started
- 17 Proper planning makes the cold winter months very cozy
- 18 Don't forget mid-year graduates
- 19 Hank Aaron bats 1000 for Army recruiting
- 20 Notable and "Quotable"
- 21 Journal Index for 1977
- 22 Inside Back Cover: MOS 71R—Broadcast Journalist

Departments

- 4 Views and Reviews
- 18 Field File
- 22 Q-2
- 23 Career Counselor
- 27 Re-update
- 30 Update



Front Cover: Sergeant First Class Joe Sumakeris caught this shot of one of the Army's Golden Knights about to hit the target—to the benefit of Army recruiting.

Back Cover: Master Sergeant Wolfgang Scherp's photo of a broadcast journalist at work on "Tie-Line" continues our series of MOS stories for your "Handy Dandy Guide to the U.S. Army."



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DEADLINE — Photos and articles due first of each month two months prior to publication.

Phone:

C: 312-926-3918

A: 459-3918

FTS: 384-3918

Published monthly by the Office, Chief, Public Affairs, U.S. Army Recruiting Command as a medium for the active exchange of ideas between persons involved in recruitment and retention for the United States Army. Use of funds for printing this authorized unofficial publication has been approved by Headquarters, Department of the Army, 23 December 1975. Controlled circulation postage paid at Milwaukee, Wisc. 53201. Views and opinions are not necessarily those of the Department of the Army. Items of interest should be mailed to:

Commander
 U.S. Army Recruiting Command
 ATTN: USARCCS-PA (Journal)
 Fort Sheridan, Ill. 60037

Views and Reviews



MG Eugene P. Forrester

January is traditionally the time for new beginnings. And frankly, in view of our production figures from the past couple months—especially the first quarter FY 78—I can't think of a better time to start anew!

I am fully aware of and appreciate the difficulties faced by Army recruiters. It's not easy to drive from the station miles into the country on a snowy day only to find the REACT card you got was a phony. Nor is it a joy to spend time explaining our programs and opportunities to a young applicant only to have him get up and go across the hall to the recruiter from another service. No, it's not easy. It's not always pleasant work.

But these situations are part of the job you signed on for. They are the hazards of recruiting duty. I am confident, though, that each of you is made of the stuff that won't let you quit. Our recruiter selection team looks for that kind of fiber in recruiter candidates and they apparently saw it in you.

Assuming, then, that you accept the challenges of the job and have the courage to see it through, here's what needs to be done:

- Work the old high school lists, the college and junior college stopout markets and the seasonal workers;
- Build the *near-term* DEP (February through May) now. For those of you who are not DEPped out through May, I suggest a 60/40 effort for near-term/summer DEP workload. Learn to focus on more than one target at a time!
- Continue to build the summer DEP.

I should add one more comment. The other day a recruiter brought to my attention the fact that when OOE hear me on "Tie-Line" or read my messages in "Views and Reviews" or "Forrester's Focus", they feel I lump all recruiters into one category. First, I *do* tend to see things from the command-wide point of view, as I must. Besides, we *are* in this business together and as a team we share the glory—and the blame. Rest assured that I *am* aware that some of you are enormously successful (and are appreciated), while others of you are struggling. That's simply a fact of life. What *is* important is that each of us—in our own minds—knows the kind of job we are capable of doing and try to do more. That's all I can ask.

Though the figures do not look good right now, my faith in the Army recruiter is not shaken. Now is an excellent time to regroup and start the new year in a new direction.

One final point: I commend to you the article on the facing page reprinted from *Time* magazine. I think we can all be encouraged by the findings printed in the Rand Corporation's report which has received widespread publicity.

Good recruiting—and a very happy and *successful* new year!

EUGENE P. FORRESTER
Major General, USA
Commanding

About the Rand Corp. report

The Rand Corporation, a highly respected independent research organization, recently published a comprehensive study entitled, "Military Manpower and the All Volunteer Force." The study reflects the views of its author, Dr. Richard V.L. Cooper, and is an important document with which we should be familiar. With permission, we are reprinting the article on it from the Oct. 10, 1977, issue of *Time* magazine, which presents a rather clear picture of what Dr. Cooper says.

When the draft ended in June 1973, the new volunteer Army began attracting a long gray line of critics. In Congress and elsewhere, detractors of the changed Army maintained that it would not be able to meet the nation's defense manpower needs, that its quality would decline, its costs rise out of sight and, perhaps worst of all, it would turn into a mercenary force composed mainly of the black poor in search of good pay.

Last week the Rand Corp., in a study for the Pentagon, argued that the nation is far better off with volunteer soldiers than with draftees. The 394-page report is the work of Richard V.L. Cooper, a respected economist and manpower specialist. His key findings, as outlined in his report and in an interview with *Time*:


Quantity. The Army can indeed meet its recruiting requirements with volunteers, though it has always been harder to fill than the Air Force, Marines or Navy, which are smaller and have rarely resorted to the draft. Although the 17- to 21-year-old population will decrease from 1980 through the early '90s, there will actually be a greater proportion of high school graduates—the prime recruiting target. Still, says Cooper, "the pool of eligible young people the Army draws from will be smaller, and that means it must be able to reduce its turnover and lower the need for more recruits." He proposes screening applicants more carefully, offering incentive bonuses and allowing free trips home between assignments.

Quality. As the Army has been insisting all along, it is signing up higher-caliber men than those who were dragged into uniform by the draft. Since conscription ended, the portion of enlistees in the top three of four mental categories used for classifying eligible people

has increased from 76% to 93%. The Army's strategy is to continue raising standards so that the lowest mental category can eventually be eliminated. Since the end of the draft, the Army has already reduced the proportion of the bottom-category enlistees to 11% from 24%.

Cost. The critics' claim that the volunteer military is responsible for the soaring costs of defense manpower is "plainly incorrect," says Cooper. Thus far, he reports, "the volunteer force has added less than \$300 million to the budget cost of defense manpower—about two-tenths of 1% of the defense budget." While spending for defense personnel did rise from about \$22 billion in 1964 to more than \$50 billion in 1976, in part because of the higher pay scale, the primary cause was the higher cost of civilian defense employees and a military retirement system enacted at the end of World War II.

Blacks and the poor. In proportion to their eligible numbers, Cooper points out, twice as many blacks as whites served in the old Army. That ratio has stayed about the same under the new volunteer system, which he views as a "positive sign" for the blacks and also for the country. His reasoning: despite the raised standards, more blacks are qualifying for the Army and now constitute 23% of those being inducted into the Army. Argues Cooper: "People are signing on for the same reasons they always did. They are young people not sure of what they want to do. This is not a poor man's Army." Despite widespread unemployment among black youth, he sees no chance of the U.S. ever having a predominantly black Army.

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Keeping in mind that you, the field recruiter, have made the All Volunteer Army a success story, perhaps you would like to show this article to your wife or husband and family members.

January, 1978

*Without a plan
you accomplish
nothing*

By **MARY JANE GRIFFIN**
Raleigh DRC

"Having an effective work plan and enough self-discipline to adhere to it on a continuous basis" are major factors in success as a recruiter, according to SFC Tommy Lamm, the top recruiter in the Raleigh DRC for FY 76.

"Without a plan you'll find yourself constantly running into yourself and becoming an ineffectual, non-productive member of the recruiting force," Lamm continues. "I set aside

the same day at the same time each week to visit the schools in my area."

"To be successful, you should allocate a portion of your time to maintaining close ties with centers of influence," added the DRC's FY 77 nominee for Recruiter of the Year. "I even fit the Health Spa into my schedule three times a week because this gives me the opportunity to make contacts with people from different environments and to promote the Army."

Sergeant First Class Jack Dockery who wears three sapphire stars on his gold badge, states, "My game plan includes having my quarterly objective locked in in 45 days. I allocate 50 percent of my time to reaching objective and 50 percent for public relations, combing the area, putting up posters, promoting ASVAB and giving speeches in high schools."

"Very few activities in recruiting aren't planned," says SSG Lee Henderson, the DRC's 1976 Rookie Recruiter of the Year. "I believe in long-range as well as short-range planning.

"Some of my recent enlistees came from the contact I had with them two years ago when I talked to students taking an introduction to vocational education course. I found that it is never too early to cultivate potential enlistees and to fit them into your plan.

"The hardest part of your plan is putting the correct priority on all the demands for your time because you never have enough time," Henderson said. "You've got to have a plan though, because without one, you accomplish nothing."

Although recruiters vary in their approach to their jobs, all agree that an effective work plan is necessary to maintain a consistent level of production. A plaque hangs on the wall in each recruiting station in the Raleigh DRC. The plaque has these words: "The most tragic picture in the world is a recruiter who begins his work day each morning with honest intentions, but with not the vaguest idea of whom he is going to see or to whom he is going to have to make a presentation."



capricorn

December 22 - January 19

The ambitious, conservative, sensible and conscientious Capricorn is often frugal for fear of being dependent on others when old, and with good cause—yours is the long-lived sign of the Zodiac. For worry-free spending today, save for tomorrow with U.S. Savings Bonds.



February, 1978

Take pains to insure Army is well-represented at high school career days

Men and women soldiers—in the form of the high school diploma graduate—are the people our Army wants and needs. And, when the about-to-graduate seniors see what the Army has to offer, many times the decision is made to “Go Army.” That’s one of the main reasons why recruiters take great pains to insure that the Army is well represented at high school career days.

“The first step in preparing for your high school career day is that contact with the school’s guidance counselor—which should have taken place in August or September,” stated Staff Sergeant Dave Adams of the Dallas DRC.

“This initial step is becoming more and more important,” added the Temple, Tex., recruiter. “But, in some cases, schools are beginning to drop career day programs. In those cases where they don’t have one planned, we try to talk them into one by explaining the benefits to their students.

“But, it doesn’t always work.

And, if you didn’t find out early in the school year, you might plan on the career day as your big opportunity and then find out too late. If you know ahead of time, you can plan for alternate methods,” he continued.

“For example, our largest high school will not have a career day this year. However, I talked to the counselor and she agreed to let me set up in the audio-visual room at lunch time. And, I’ve arranged to talk to the senior class. I have one senior DEP from this school as a result, and I expect one or two a month. This might work out better than a career day.

“One last thought: in those high schools where I have career days, one of my major preparation steps is to have as many senior DEPs by that time as possible. Then, I’ll let them talk about the Army. I’ll have followed the checklist and have everything ready. Then I’ll let my DEPs take the lead in informal presentations, and we will sell the Army in general.”



aquarius

January 20 - February 18

The friendly, charming, fun-loving Aquarian is the humanitarian who loves, attracts and needs people. Your generosity often prevents you from saving the funds for the elegant home you want where people can congregate. The Payroll Savings Plan for U.S. Savings Bonds is the answer.

March, 1978

A phone call or direct mail item may be all it takes

The Golden Knights have come and gone, and the motorcycle team has putt-putted into the sunset. Now you've got a whole high school full of graduating seniors and you're wondering what else you should do to help "Keep America Green."

Coincidentally, recruiters and graduating seniors have quite a lot in

common. The senior is preparing for his finals in ways that have been successful for him throughout the year. The recruiter must also prepare for his finals by using the things that have been successful for him before.

Many seniors will be faced this summer with the problems of deciding on college, job or the armed forces. Now is the best time of the year to use your telephone calls and rely on DEPs. If a senior is having trouble deciding what he wants to do, just one phone call or visit at this time may be the thing that helps him make up his mind.

Sergeant Ed Byrd, a recruiter in the St. Louis DRC, feels like this is an important—possibly the most important—time of the year to use direct mailouts. "I feel that if a senior is just on the borderline, or is really uncommitted, about what he wants to do in the fall, he is a prime target for direct mailouts. He may not even have thought of going into the Army before, but if he sees the RPI it just might convince him to think, 'Maybe I'll give them a call; it can't hurt to talk to them.'"

Concentrating heavily on the "take one" racks and posters with recruiter name and phone number can prove beneficial. "I feel that as graduation time approaches perhaps the most important thing is for him or her to see something about the Army," added SGT Byrd. "Whether it's by way of an ad in a magazine or newspaper, or PSA or the posters in the local market's window, at least he knows where you are and that you're on his mind.

"I try at this time of the year just to let the seniors know where I am and how to get in touch with me. I do concentrate heavily on my senior list and get as much publicity with my DEPs in the local newspapers as I can. Coaches may be more helpful this time of the year because all of the sports are nearing an end and they have more time available.

"If you've done the work and sewn the seeds early in the school year, your DEP should be full and you should be a success."

But this year's juniors will be next year's seniors, and there is the 365 day DEP. . .



pisces

February 19 - March 20

The sensitive, intuitive sympathetic Piscean is often an artistic, impractical dreamer who ignores the facts of reality and spends to excess. Yet you know instinctively that money should not be a source of worry. Save before you spend with U.S. Savings Bonds through Payroll Savings.



April, 1978

Influencers are the ones who know where to find the best prospects

"There are only two kinds of people on the streets—applicants and influencers," proclaims Staff Sergeant Ray Goodwin of the Pleasant Grove station in the Dallas DRC.

"And, the way I look at it, many of those influencers will be, or have been, applicants," Goodwin added. "Just because an applicant failed—because of physical reasons, for example—to be accepted doesn't make him any less an influencer," the gold badge recruiter said.

"If I've treated the applicant right — even if he fails a test — he'll still make referrals," Goodwin said. "There was enough attraction in the Army for him to ask about it, or be convinced by my sales pitch, so I ask him who else he knows who may benefit from the Army.

"Because of the need for diploma grads, all of the productive time spent on your whole high school program will be well spent," he added, stressing the word "productive." "In recruiting, it's easy to waste time if you're not careful. While DEPers are

good influencers in their schools, if you spend too much time in the school itself, you can wind up becoming a nuisance. That turns off influencers.

"You can't always set aside your slow days or times to cultivate influencers because your visits to them have to match their schedules," Goodwin said. "You don't want to intrude on their busy times. Normal meal times would be bad times to talk to a restaurant owner; and not many school counselors would welcome visits during the first few weeks of the school term.

"Many good applicants and influencers are closely affiliated with churches and church groups," SSG Goodwin said. "The young people who are members of such groups are more likely to be high school grads, and chances of having to run a moral waiver are smaller. Influencers from this group will be able to direct you toward the best prospects.

"When dealing with influencers—and prospects, too—the best advice I ever heard was 'be your-

self," Goodwin added. "Come across to whomever you're speaking as who you are, not who you think he wants you to be.

"While you wouldn't go out and actively solicit someone to be an influencer, by being yourself and being enthusiastic about your product, every potential enlistee and influencer will become actual enlistees and influencers."



aries

March 21 - April 19

The Aries' competitive nature and urge to excel in everything makes you a money earner. But you tend to dissipate earnings in the luxuries you love. Put your ability for decisive action to work now to save for those big luxuries in your future—by joining the Payroll Savings Plan for U.S. Savings Bonds.

May, 1978

A good high school program must be thorough but simple

In the current recruiting market, recruiters readily understand that the high school diploma graduate is our prime candidate for enlistment. Of course, the high school grad must possess certain mental, physical and moral qualities, but still, in searching for potential soldiers, primary emphasis must be placed on the high school program.

The high school program is a

comprehensive plan which formalizes and coordinates the duties and responsibilities of recruiters, station commanders, area and assistant area commanders, operations, advertising and sales promotion, and education coordinator. But, it takes the command element to breathe life into it.

Sergeant Major Colin Barnes, justifiably proud of Montgomery DRC's achievement for the last fiscal year (116.5 percent of HSDG objective), says that "a good high school program must be simple but thorough. I believe that our recruiters possess the 'can do' attitude necessary to accomplish any assigned task. My job is to insure that they are properly trained, supported, motivated and recognized. I consider a positive attitude the single most important ingredient for success."

In the Montgomery DRC, each recruiter works his high school year-round. He first establishes rapport with as many school officials as possible, requests permission to make

regular visits, places literature racks, and obtains space on school bulletin boards. He also sets up ASVAB dates (preferably before the last day of January), arranges to be present during career days, and puts forth every effort to get one additional hour with the senior students. It is during this additional hour with a captive audience that the area commander can do most to enhance the Army image, lend credibility to the recruiter's sales story, and influence a lasting, favorable impression with school officials and students.

The commander of the Montgomery DRC, LTC Henry H. Covington III, sees his duties as quite simple: coordination and management. "I want my entire staff to be production oriented and in constant support of the field force."

The staff too, according to LTC Covington, "must possess a positive attitude and seek better methods of assisting the recruiter to insure continued success."



taurus

April 20 - May 20

The practical, determined, acquisitive Taurean loves comfort, pleasure and beautiful things. You strive to possess whatever fulfills these needs. Your sound financial sense tells you that the practical way to save for the good things of life is with U.S. Savings Bonds through Payroll Savings.

June, 1978



Judy Quinlan

'Planning' includes planning for leave

A lot goes into planning that long awaited summer vacation, but for a recruiter, it means more than just deciding where to go and buying tickets to get there.

"Planning ahead is essential," said SFC James Stokes, USAREC's Recruiter of the Year and now a member of the professional development office at HQ MWRRC.

"You can't plan for an emergency leave, of course, but for that annual vacation, a recruiter must let his station commander know far enough in advance so that plans can be made for someone else to take over his area while he is gone.


"Some recruiters are leery of taking leave," Stokes said. "They worry that someone else will get credit for enlistments from his area. As a station commander, I made sure that the recruiter on leave still got credit for enlistments made based on his work."

Stokes suggested that recruiters limit their planned recruiting activities and commitments during their period of planned leave. "If a guy has a

school talk or testing session scheduled, of course the others will jump in and cover for him, but he should limit these commitments as much as possible."

According to SFC Terry Sinclair, also of the PD team, a successful leave program depends on the station commander. "He is the one who organizes the workload and makes a temporary division of labor so that the absent recruiter's area can be worked. He has to make sure that prospecting continues in that area. If not, the recruiter will have to start from scratch when he returns."

Sinclair added, "The recruiter should always leave his MANDEX with the station commander. That way, he's assured that all commitments are fulfilled, and he knows what has been scheduled for him during his absence."

According to both sergeants, advance planning and coordination are of the utmost importance because "no one in the Army is missed more when he goes on leave than a recruiter." 



gemini

May 21 - June 20

The intellectual, intuitive, charming, gregarious Gemini is emotionally tied to the need for a nest egg because it represents freedom and travel, which you must have at all costs. The sure and convenient way to create your nest egg is with U.S. Savings Bonds through the Payroll Savings Plan.

July, 1978

An outline for recruiting in the summer months

By **MEDA USRY**
Jackson DRC

Schools close for a few months each year, but recruiters' assigned objectives go on ... and on ... and on.

Staff Sergeant Gary Ligon of Jackson DRC, who was selected as SWRRC's Rookie Recruiter of the Year, has an outline for recruiting activities in the summer months.

- Make contacts with school counselors while summer school is in progress. Counselors in the summer sessions may or may not be the same counselors you've worked with during the regular terms.

- Always bear in mind that guidance counselors in the schools are individuals, too, and that they try to direct students in ways that will benefit the community. Since each community has circumstances peculiar to itself, guidance counselors might try to meet the community's needs by pushing students toward four-year college degrees. Other guidance counselors might be leaning toward vocational-technical training

which might have a greater—and quicker—gain for the community.

- Check all ASVAB lists where juniors were tested along with seniors, because last year's juniors are this year's seniors.

- Recontact graduates who were not interested during the school year or who indicated intentions of getting a job. There are always those who could neither find a job nor qualify for college.

- Order RPIs early enough to have them for the beginning of the school year. This is especially true of the ones that go fast: bookcovers and metric conversion items, for instance.

- Make sure you know about the local summer social meeting places for teenagers, and drop by there frequently.

- Learn entrance qualifications for local colleges and universities and keep them available. It's easier to influence a prospect's decision if the facts are at your fingertips.

- Know employment requirements and opportunities of local industries, retail establishments, and

city and state governments. Again, having facts readily available can be valuable.

Finally, SSG Ligon advises not to bother the people in the schools during the first few weeks of the term. He says that after the back-to-school transition, students will then know how things are going for them and that they are more amenable to thinking about plans for the future. Including the DEP.



cancer

June 21 - July 22

The emotional, romantic, sensitive Cancer identifies strongly with children, family and home. You protect your family's security and never take chances with money. U.S. Savings Bonds are the safe, secure, sure way to save. They're replaced if lost or stolen. And interest is guaranteed.

August, 1978

A test of your knowledge regarding people to know in the schools

At any given high school, which of the following persons will be the recruiter's best contact:

- ☐ the principal?
- ☐ the guidance counselor(s)?
- ☐ the coaches?
- ☐ the industrial arts teacher?
- ☐ the principal's secretary?
- ☐ the teacher of state history?

Fortunately, this is one of those

tests where there are no wrong answers. In fact, there are probably several correct answers that can be applied to any one high school. To go about finding all the correct answers, these factors have to be considered:

- the school's "power structure;"
- performance of past recruiters there;
- the needs of the community; and
- the recruiter about to begin making contacts there.

Eventually, one or two people at the school will prove to be the ones you need to know; if you can draw on your last year's experience, or that of the recruiter who last worked the school, you'll have the starting point. If that doesn't work, the assistant area commander may know where to begin. In any event, the recruiter is going to want to introduce himself to the principal (if he hasn't already done so).

The ideal contact in the school will, to a large extent, depend on the aims of the school and the needs of the community. Some examples of this are:


- The industrial arts and agriculture teachers in small, rural high schools in areas where agriculture predominates.

- The football coach of a school with a noted sports program.

- A math or science teacher in a school noted for sending many students on to colleges and universities.

- The vocational instructors in a school which concentrates primarily on vocational-technical instruction.

Once a recruiter knows who his school contacts should be, timing becomes important. The major "don't" in timing is "don't bother the people when they are most busy with school work." This translates to staying away from the school during the first two or three weeks of each new semester or term and during those weeks that are set aside for such things as end-of-term tests.

From this point on, developing and cultivating high school contacts is up to the initiative and ability of the recruiter. And as any successful recruiter can attest, good relations with school officials is essential for a successful high school program. 



leo

July 23 - August 22

The expansive, generous Leo is a natural leader and King of the Zodiac. You desire—and deserve—prominence and a high standard of living. Other people look to you for guidance. So set an example by saving for your goals with the regular purchase of U.S. Savings Bonds through Payroll Savings.

September, 1978

Last year's prospect lists provide many of this year's enlistments

Whenever your station begins to look a bit cluttered, you can be fairly sure you haven't been throwing away the things that should be pitched out. But, if the things cluttering the office are the high school and ASVAB lists from last year and the year before, take SFC Joe Reynolds' advice: Don't!

Maybe you contacted every person on the lists and recruited every one you could. Those you didn't recruit said, "I'm going to college in the fall," or "I've got this job lined up

after graduation." Write 'em off as prospects.

But that was last year. What about this year? Did he like life in college? Did that job fall through?

"Situations change in a year," emphasized Reynolds, the recruiter in Mt. Pleasant, Tex. "The people who weren't interested in enlisting a year ago might be interested now. Jobs and colleges do not always meet with a high school grad's expectations."

Some of them went to work in the local area. Part of them are happy with what they're doing, but how about the rest? Now is a good time to call them or pay them a visit. To those without satisfying jobs, Army opportunities may be the answer.

It's possible that some started work when they really wanted to continue their education; to these people the Army's educational opportunities might be the convincer.

Many of the people who went on to college might now prove to be interested applicants. The drop out rate for college freshmen is very high and some of last year's seniors might be

among those statistics. Why did they drop out? Was it because they didn't have the money to continue, or was it because they just weren't ready to continue their education?

"The Army has something to offer that will attract all of them," SFC Reynolds said. "With the training, education, travel and experience an Army recruiter can offer, at least one of them will fill the college dropout's needs."

Of course, many students will choose to continue school without joining the Army, but they shouldn't be written off either. Keeping up with students can pay dividends at graduation time or anytime before that. When they are home between semesters or for the summer, it's a good time for a recruiter to drop by and let them know he is still interested in their futures and to find out how things are going for them.

"Last year's lists will produce enlistments, but it will take some effort," Reynolds said. "But a good follow-up program will convert those 'dust-catchers' into enlistments."

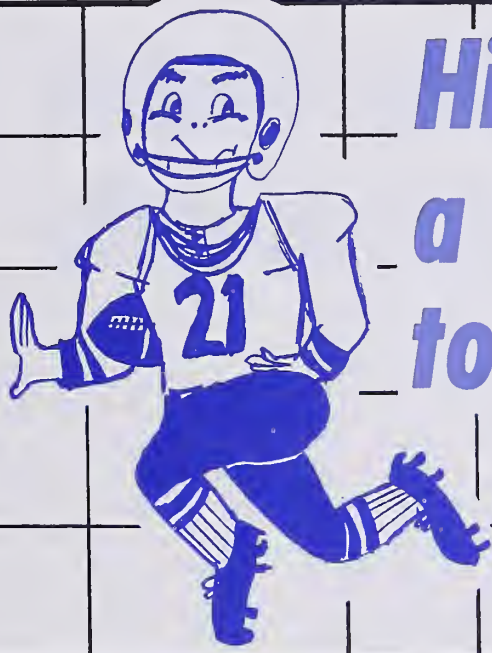


virgo

August 23 - September 22

The discriminating, intelligent, hard-working Virgo is a perfectionist. Though practical, you find it hard to accumulate money because your high standards lead you to excessive spending. The Payroll Savings Plan for U.S. Savings Bonds is the practical way to regular saving for the future.

October, 1978



Judy Quinlan

High school sports: a great place to get started

Visibility and credibility can be the result of a recruiter's involvement in high school athletics, according to Master Sergeant Jerry Laws of the MWRRC Professional Development office. And he should know: as a recruiter, Laws donated time to the local high school football team as a defensive coach.

"Many coaches are short of help and can use an extra man," Laws said. "I went to the coach and told him I was available for whatever he needed. He said he needed a defensive coach and, since I played high school football myself, I was able to help him.

"When I first started coaching, I wore my uniform to practice even though it was after regular duty hours. I wanted the boys to know who I was and what I represented. Then, after they go to know me, I wore sweat pants. But I got visibility because the whole team knew I was the Army recruiter."

Laws said that his working with the team gave him credibility. "They trusted me, and later when we were on that one-to-one basis in the recruit-

ing station, they believed what I told them about the Army."

He said there are lots of ways to help in a school. One recruiter he knew, a former drill sergeant, got a group of students together and taught them close order drill. He borrowed a rifle from a Reserve unit and had wooden replicas made of it in the wood shop. These kids used them when they performed with the band at half-time.

"Not every kid is sports-oriented, so this gave those students a chance to participate on the field without playing the game," Laws added.

The recruiter can also help the band director, Laws suggested. "Band leaders major in music and don't always know much about marching, so a recruiter with that expertise can help there," he said.

"Working with the high school makes your job a lot of fun, and puts you in daily contact with the market," Laws said. "And for me that resulted in a lot of enlistments without my even trying."

Laws related an incident that resulted in three enlistments which he

attributed to his visibility and credibility in the school.

"These three kids came in one day, and we went through all the processing. Then I asked them why they had come to me. One of them asked, 'You remember Keith Stone? You enlisted him and then when he came home on leave, you brought him to the school with you. Well, we figured that if you put him in the Army, and he came back, and you two were still friends, then you had to be okay.'"



LIBRA

September 23 - October 22

The cooperative, artistic, sensitive Libran has a strong sense of justice and a great love of beauty and art. You can save for the beautiful new home and elegant objects to satisfy your highly developed sense of form and beauty with U.S. Savings Bonds through Payroll Savings.

November, 1978

Proper planning makes the cold winter months very cozy

By **M. DAMEWORTH**
Nashville DRC

November marks the beginning of the festive winter holiday season. It's a time to enjoy apple cider, relax in front of a roaring fire and share a Thanksgiving turkey. For many recruiters, however, November means just one more month in a long, cold winter.

But, proper planning can make that long cold winter much shorter and warmer.

In November the recruiter needs to be finalizing plans and thinking in terms of events and activities through December and January. There are mid-year graduates and college drop outs who will be looking for new direction.

To provide that direction, many successful recruiters use enlistees who are home on leave during the holiday season. Now is the time to contact soldiers' parents to determine when their son or daughter will be home. Most young soldiers are more than happy to donate some of their

leave time to assist their recruiter (Warning: don't be greedy and abuse their leave time!). They can help by accompanying you on visits to their former school, or by just talking with former classmates. At any rate, a phone call to parents will help convince them that the Army has an interest in their son or daughter, and it's surprising how much good that can do for community relations.

November is also the time to plan window displays and start collecting the necessary materials. The type of display is limited only by imagination. Examples of interesting display themes would include, "Army Winter Training" and "Spend the Winter in Hawaii." In Gallatin, Tenn., SFC Billie Weddington emphasizes "Would \$2500 help you at Christmas?" His displays go on to explain the Army's cash bonus option, stressing that the DEP allows high school graduates to join the Army and wait until after the holidays to go on active duty.

The important thing to remember is that planning for holiday activities

must be in motion in November.

Many recruiters owe a portion of their success to helpful civilian influencers. In November they update their list of CIs and then in December mail Christmas cards with a personal note of thanks. Often it's small courtesies that help to keep referrals coming from CIs.

The six Ps—Proper Prior Planning Prevents Poor Performance—applied in November can help make the winter months very cozy.



SCORPIO

October 23 - November 22

Scorpio, the secretive, magnetic perfectionist, possesses will power and intense emotional drive. You never deal with life superficially. You have good judgment and good luck in financial matters and know how to make money multiply. Watch your savings grow with U.S. Savings Bonds.

December, 1978

Don't forget mid-year graduates

By JIM DEVITT
A&SP, HQ SWRRC

Over 4000 high school seniors are expected to be mid-year graduates of schools in the San Antonio DRC, and this presents some tremendous opportunities for recruiters to make some new sales among the high school diploma graduates.

Another large group of mid-year graduates is the junior college class of January, 1978. This month, for example, San Antonio College will grad-



uate about 325 people.

No comments of mid-year school student prospects would be complete without mentioning the largest and probably the most lucrative market of all—the college students who drop out at the end of their first semester. Some state colleges actually experience a 35 percent drop out rate after the first semester.

How do we contact these people?

Channels to the January graduates include the direct mailer, flyers on the high school bulletin board, ads in the high school papers, radio spots, display ads in the local newspaper sports sections and telephone calls.

Plan open house parties at recruiting stations for January graduates. Set dates during high school holidays to match their availability and free time.

Publicize your DEPs with testimonial ads. They have credibility.

The college contact is not quite as organized as the high school plan is.

Our San Antonio College recruiters set up in the student unions on a regularly scheduled basis. They pub-

licize their visiting hours with flyers on dorm bulletin boards, student union boards and announcements in the college paper.

Experience has shown our college recruiters that college prospects are reluctant to approach the recruiters' table unless there is a conspicuous sign offering information about Army officer programs. Despite the fact that few prospects can qualify, the officer program advertisement attracts students and apparently saves a little "face" where peer group images are involved.

The recruiter is soon discussing the advantages of attending University of Maryland courses while stationed in Germany while Uncle Sam picks up a large percentage of the tuition costs.

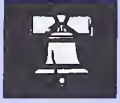
The US Department of Labor predicts an 8.3 percent unemployment rate for January. This means that some of the mid-year graduates and college drop outs, will be scrambling for opportunities. They just might be interested in what an Army recruiter has to offer.



sagittarius

November 23 - December 21

Represented by the arrow that flies swiftly to its goal, the optimistic, straightforward, freedom-loving Sagittarian feels that money should be used for big goals like education, a new home, travel or retirement. You can hit your target with U.S. Savings Bonds through Payroll Savings.



MOST APPLICANTS want to know where they're going and what to expect once they get there. With that thought in mind **Staff Sergeant Gene Madsen** of the Festus, Mo., recruiting station found a unique way to use the *Post Book*.



An easier to use Post Book and one that more readily shows where a post is, was invented by Staff Sergeant Gene Madsen. Add one more point for recruiter ingenuity.

Sergeant Madsen took the *Post Book* apart and arranged the different posts around the edge of a map of America. Then with map tacks and colored twine he shows exactly where each post is located, making it easier for an applicant to see how close, or far away, he's going to be from home or from the area he wants to be.

The map is a real eye-catcher in the station. Sergeant Madsen reports the map is easier and faster to use than the *Post Book*.

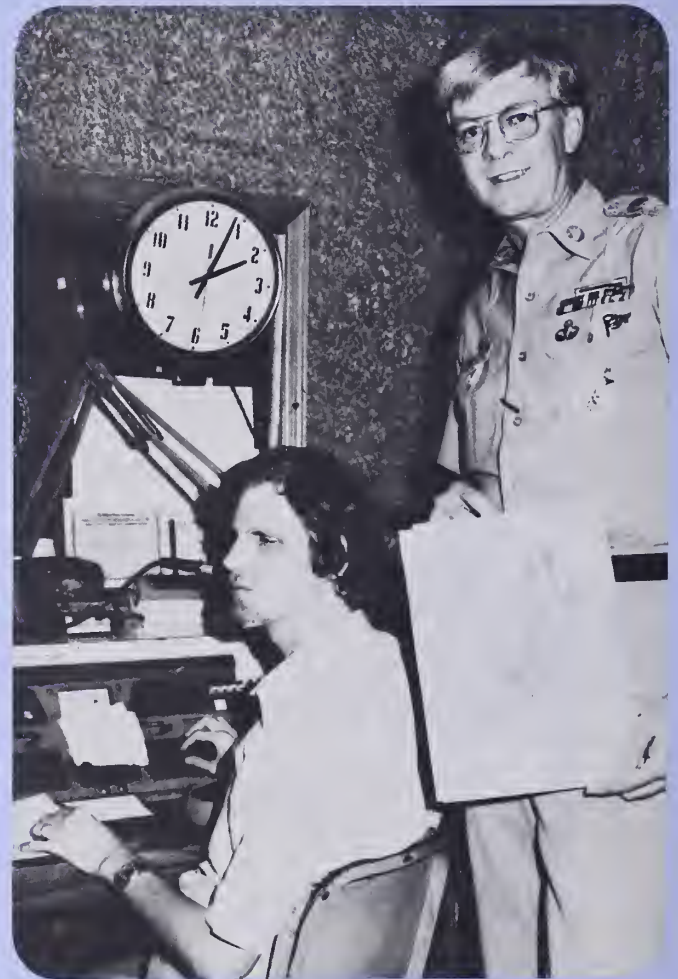
Chalk up another point for recruiter inventiveness. (Ken Holder, HQ USAREC)

I'M BLIND, but that doesn't handicap me from spreading the word about the Army, said **Gary Stephens**, a DJ with radio station, WQDE, when he was recently presented an Honorary Recruiter certificate.

"It is a privilege to recognize Gary for the inspiration he has been to the young people of this area," said **Sergeant First Class Dale Grogg**, station commander of the Albany, Ga., Recruiting Station. Gary said he's been determined all his life that blindness wouldn't stop him from doing the things he's always wanted to do and he wants the young people who listen to his show to know

about Army opportunities. He has faithfully broadcast Army public service announcements and has greatly assisted the area recruiters.

The 26-year-old announcer has been blind since birth. His sight is in his fingertips and in the eyes of his constant companion, a beautiful black and tan German Shepherd, named Sherlock. Gary said he memorized the location of all knobs and dials on the control board and put braille tape on the records and commercial cartridges. He even has a braille clock in the room.



Being blind would be a handicap to most people, but not to Gary Stephens, a blind disc jockey in Albany, Ga. Gary helped Army recruiters in the area by making sure PSAs get aired. Sergeant First Class Dale Grogg is shown presenting him with an Army "iron-on."

"If I weren't blind, I would be proud to be in the Army," Gary said. (Joan Hammond, Atlanta DRC)

Row, row, row your boat

ROW, ROW YOUR BOAT is the way **Captain Lee C. Anderson**, Commander, European Recruiting Area gets publicity. Captain Anderson says that cruising down the river on a Sunday afternoon can turn out to be a lot of work—especially when the event is the fifth annual Neckar River Raft Race held just north of Stuttgart, Germany.

The team, representing Army Recruiting, consisted of individuals from the European Recruiting Area, the USAREC European Recruiter Selection Team, the Office of the DCSPER HQ USAEUR, and career counselors from several commands.

The competition was fierce. After winning its heat, the recruiting team went into the semi-finals and finished in a tie for seventh place out of 96 teams.

"We received a great deal of free publicity during the race and had a good time getting it," according to CPT Anderson. "All things considered, it was a successful endeavor, and we probably would have won if our flag hadn't slowed us down." Getting known in the community in a positive way, as the Army recruiting raft team did, is good advertising for the Army. It not

only shows long hours of hard work at something that isn't your regular job, it shows how much you believe in what you're doing. It's hard to find better advertising than that. (John Kasper, Balto-Wash DRC)



The competition is breathing "down the necks" of the Army team in the photo above, while a determined group of soldiers representing the Recruiting Command holds them off. In the photo at right the strain and pressure of raft racing is shown in the face of one of the members of the Army team. Through hard work, pride and motivation, a stubborn Army team finished 7th out of 96 entries.





"THROW ME SOMETHING, MISTER!" That's a cry heard from thousands of enthusiastic revelers with hands outstretched for beads and doubloons during the Mardi Gras parades. This year there'll be a new twist in city-wide publicity, now that those very words have been adopted as New Orleans' official anti-litter reminder that a clean city is a beautiful city.



Petty Officer Allen Lockhart proudly displays his award winning design and award. The design will be placed throughout New Orleans in an effort to keep the city clean.

What's more, **Petty Officer Allen Lockhart**, US Navy, who lives in Metairie and is presently assigned to the Armed Forces Entrance and Examining Station located in the F. Edward Hebert Naval Support Facility, submitted the winning slogan in an area-wide contest sponsored by the Clean City Committee. Now Lockhart can watch his favorite television programs with greater gusto, since his entry won him a color TV set donated by a local department store.

Petty Officer Lockhart; New Orleans mayor, **Moon**

Landrieu; Clean City Committee Chairman, **Richard W. Freeman, Jr.**; and officials with the city's sanitation department were on hand at the unveiling of the slogan.

Mayor Landrieu presented Lockhart a certificate of merit and key to the city. He spoke briefly on the importance of everyone's participation in maintaining habits to promote a clean city. He urged cooperation from all area citizens, in the drive to clean up New Orleans' business and residential areas.

The "Throw me something, Mister" slogan, with an accompanying logo done in familiar Mardi Gras colors, will adorn some 138 trucks used by the sanitation department. It will also grace more than 1000 attractively painted litter containers strategically placed throughout the city.

The Clean City Committee's philosophy and regulations relating to improved sanitation urge people to participate with pride in making New Orleans one of the cleanest and most beautiful cities in the nation.

The "Throw me something, Mister" slogan was judged the winner from some 500 entries to the contest, according to **Walter Bouche**, Clean City Committee Director.

TURN YOUR RADIO ON and listen to **Sergeant Claude Miller** of the Sterling, Ill., Recruiting Station. Sergeant Miller has a second career, to back up his dedication to recruiting, as a disc jockey for three Illinois radio stations.

Sergeant Miller is not getting paid to do the five hour show which he tapes in the evenings on his own time. But he does use the show to augment contacts with young people and to deliver recruiting pitches in the relaxed setting of the media most familiar to young people.

Miller is well qualified to handle the radio shows. He holds a first-class radio/telephone operator's license and worked as a radio and television engineer in Madison, Wisc., for two years and at the largest station in Corpus Christi, Texas.

He was reared in Chicago "where a guy had to be either very funny, or very tough to survive. . . ." He majored in journalism and business in college and then worked at several stations, including jobs as news director at WXYR, Paducah, Ky; WITY, Danville, Ill.; KHAD, De Soto, Mo.; and KTIM, Beaumont, Texas.

Miller joined the Army the first time in 1960 to become a military policeman. When he had served three

years, he decided to return to the university. After ten years, he found he could do "his thing" in the Army with a lot more security.

While he is spinning platters, he accepts phone calls from the listening audience. Many are from young people who ask how to get into broadcasting. Others are from youth who want to know about the Army. Miller whets their interest and appetite for more knowledge with a steady stream of jokes interwoven with those things he means to be taken seriously.

Miller is exercising his dedication to recruiting by utilizing the airwaves, and he doesn't hesitate to suggest that others follow suit. (Nadine Luc, Peoria DRC)

A SOLID HIGH SCHOOL PROGRAM at the Los Angeles DRC's Inglewood Recruiting Station pays high dividends in terms of DEP enlistments.

Sergeant First Class James E. Holloway, the station commander, believes it's more important to get to know the teachers rather than the guidance counselors. "Teachers see the students every school day," he says, "while counselors see them only occasionally."

Another key ingredient, according to **SFC Phillip T. Patton**, is to have excellent rapport with school newspaper staffers. "I've gotten many good articles published which promoted Army awareness," Patton points out, "and the students react by coming to us to ask questions. The next thing you know you've racked up another DEP enlistment."

Patton concluded that a "good, sincere DEP follow-up system is invaluable. "Call your DEPs at least once each week," he advises. "Ask them if they have been talking to their friends about DEP and if they have any referrals for you." This approach has resulted in two of Patton's DEPs reporting for active duty in the grade of E-2. (Los Angeles DRC)

TALKING TRASH MIGHT DESCRIBE Staff **Sergeant Ed Notter's** (Warson Woods, Mo., Recruiting Station) way to help the communities in his area and provide him with needed publicity at the same time. All with the aid of a simple trash can.

The Warson Woods station has had difficulty in the past making its location known in its suburban St. Louis area. The anonymity of a site in a shopping center with poor visibility is aggravated by city regulations in most of the area's municipalities restricting the use of adver-

tising signs. So Sergeant Notter and Warson Woods station commander, **Sergeant First Class David Lewis**, came up with an idea to advertise the station with the blessings of the local community.

They constructed a sniped trash can, using a metal drum, an Uncle Sam "I Want You" decal, and a trash can cover. The attractive red, white, and blue container features the slogan "I Want You to Pitch In" beneath Uncle Sam's picture, the words "U.S. Army," the Warson Woods Recruiting Station phone number and SSG Notter's name.

Sergeant Notter has placed the trash can in one of his communities, and plans to use it in an upcoming local festival. (Chris Phillips, St. Louis DRC)

"RECRUITING IS LIKE FISHING," says Staff **Sergeant Bob Henson** of the Albany, Ga., Recruiting Station, "and I've been fishing all my life."

Being patient and continuing to play is the winning combination which works equally as well for him in recruiting as in fishing, he says.

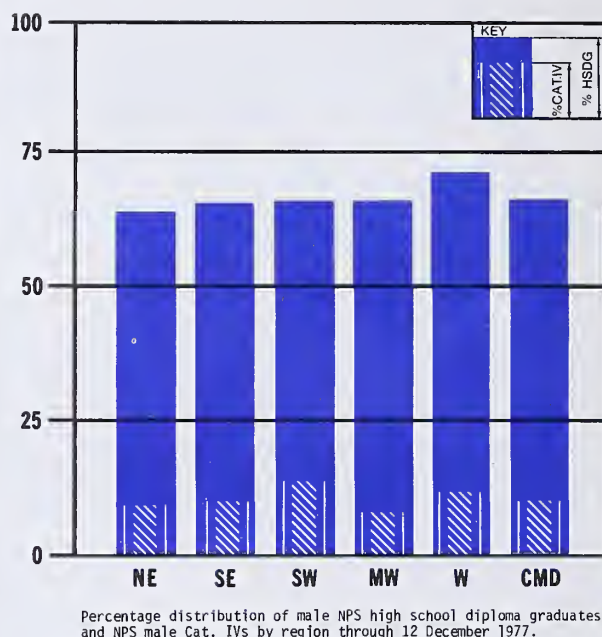
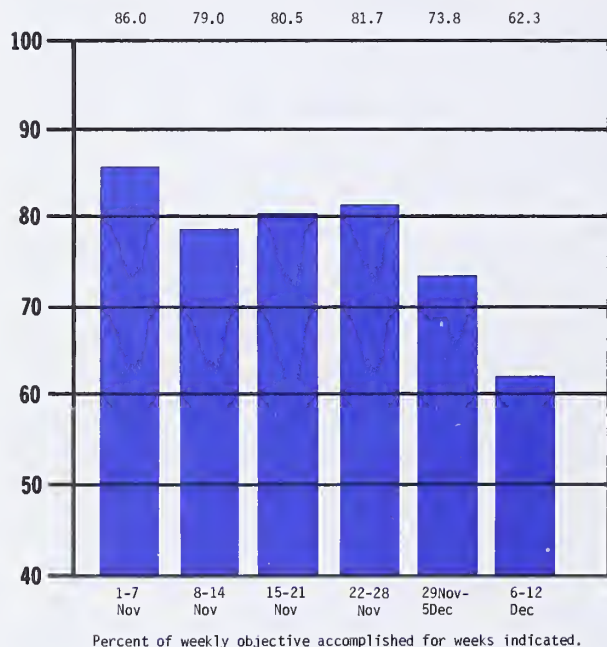


SSG Bob Henson and his "winners" smile for the photographer.

A champion fisherman, Sergeant Henson won second place in the 1976 Armed Forces Bass Contest with a whopping 10 pound 14 ounce large-mouth bass. He then turned around in the same month and captured first place in a local TV station contest with another 10 pounder, and he has won other local fishing competitions. Along with Sergeant Henson's current objectives, he has set one for himself—catching that 10 lb. 15 oz. "big one" waiting for him deep in the waters of Georgia. (Joan Hammond, Atlanta DRC)



Q-2



QUALITY & QUANTITY

The following is a list of DRCs ranked according to their degree of success with the weekly objective. The DRCs are listed alphabetically within categories.

(For the 11 shipping periods 1 Oct 77 thru 12 Dec 77)

11 of 11 Atlanta	6 of 11 Philadelphia	2 of 11 Long Island
Balto-Wash	5 of 11 Harrisburg	Milwaukee
Beckley	4 of 11 Boston	Newburgh
Charlotte	Des Moines	St Louis
Cincinnati	Phoenix	1 of 11 Dallas
Columbia	Syracuse	New Haven
Jackson	3 of 11 Albany	Salt Lake City
Jacksonville	Albuquerque	San Francisco
Louisville	Cleveland	0 of 11 Denver
Miami	Columbia	Kansas City
Montgomery	Houston	Niagara Falls
Nashville	Indianapolis	Minneapolis
Raleigh	Little Rock	Oklahoma City
Richmond	Los Angeles	Omaha
San Juan	Newark	Portland
10 of 11 Concord	New Orleans	Sacramento
9 of 11 Honolulu	Pittsburgh	Santa Ana
6 of 11 Lansing	2 of 11 Chicago	San Antonio
Peoria	Detroit	Seattle

NOVEMBER

QIPS credits/recruit

1. WRRRC	6.393
2. MWRRRC	6.259
3. SERRC	6.165
4. SWRRRC	6.148
5. NERRC	5.886
COMD	6.158

QIPS credits/recruiter

1. SERRC	26.270
2. SWRRRC	13.638
3. WRRRC	13.067
4. NERRC	12.131
5. MWRRRC	10.957
COMD	14.366

Top DRCs *

1. San Juan	6.790
2. Beckley	6.489
3. Atlanta	6.478
4. Honolulu	6.438
5. Columbia	6.340
6. Louisville	6.257
7. Montgomery	6.232
8. Jackson	6.230
9. Nashville	6.165
10. Concord	6.161
11. Richmond	6.157
12. Peoria	6.127
13. Raleigh	6.092
14. Cincinnati	6.073
15. Miami	5.978
16. Baltimore	5.972
17. Jacksonville	5.942
18. Charlotte	5.371

Top DRCs *

1. San Juan	40.152
2. Raleigh	38.234
3. Atlanta	29.272
4. Jacksonville	28.804
5. Columbia	28.104
6. Cincinnati	26.691
7. Montgomery	26.175
8. Charlotte	24.708
9. Richmond	24.205
10. Jackson	24.068
11. Miami	23.305
12. Honolulu	20.485
13. Nashville	18.494
14. Louisville	18.468
15. Beckley	17.697
16. Concord	15.732
17. Baltimore	15.585
18. Peoria	8.513

*Only those DRCs that accomplished their quantitative objective each week during the reception station month starting 1 November and ending on 28 November were eligible for consideration.

Rankings based on preliminary information received from regions. Does not include bonus credits.

SFC James Bates tells How to 'fight city hall' ...and win

By **RON RENOUF**
O,CPA Presidio of San Francisco

Getting a soldier what he or she wants at reenlistment time is sometimes a rather complicated job. "There are times when you have to bring an unusual situation to the attention of a higher headquarters to get the option a person wants," says SFC James H. Bates, career counselor at the Presidio of San Francisco. "I'm just not always willing to take no for an answer."

Going this route means "fighting city hall" on occasion, but Bates seems to be piling up a rather impressive record of success in that area.

He recalls the case some weeks ago where a young female specialist wanted to reenlist for the Army deep sea diving school. The request was turned down. Reason? No positions were designated for women.

Not satisfied with that answer, Bates contacted the Navy office that provides the instructors for the school. He learned that they do have women attending the course from other services, but not from the Army. When he went back to the Army again, he learned that there were no positions at the unit level authorized for women in that specialty.

"It took time, but after taking another look at all positions in that MOS it was determined that some could be changed to authorize women," recalled Bates. "We were able to get approval of her request and reenlist her for the school."

It's that extra effort that characterizes the operation at the Presidio reenlistment office. Another instance involved another female, a petroleum specialist assigned to Hamilton AFB with the Army Aviation Section.

"She wanted to reenlist for Korea," Bates said, "but DA turned the request down because no female positions were authorized there for petroleum specialists."

Again Bates took the round-about approach successfully. Contacting Korea, he found out that two positions could be changed to authorize female personnel. Once DA approved the change, the young soldier, a native of Korea who wanted to be stationed in her home country, was a happy reenlistee.

Not all of the offbeat cases involve female soldiers. A young specialist with a combat MOS had been returned from Korea for separation. AR 601-280 specifies that once a person is returned from an overseas area for separation from active duty, he must be separated.

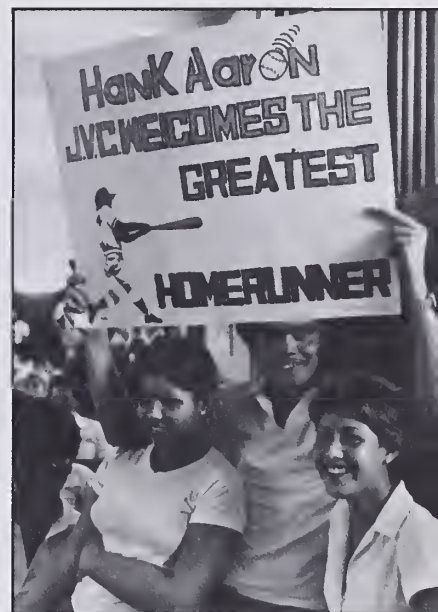
A number of hitches developed in his case. He had been returned to the States too early; he did not want to leave the Army; and he would have to be reassigned at the Presidio for a couple of months until his discharge date arrived.

Many telephone calls later, Bates received an exception to policy permitting the reassignment. Now the soldier could reenlist. This was quickly accomplished along with additional reassignment orders sending him to Ft. Bliss where a position vacancy existed in his MOS.

The extra effort does pay off, not only in successfully meeting reenlistment goals and retaining good people in the Army, but also in retaining men and women who are happy with what they are doing and where they are stationed.







Opening Bayamón Recruiting Station



Hank addresses crowd at Caguas Stadium.

Hank Aaron bats 1000 for Army recruiting

Story and Photos
By MSG WOLFGANG SCHERP
Journal Associate Editor

Average reading time: 2 minutes

Hank Aaron was a big hit with Army recruiters and everyone else when he toured Puerto Rico and the Virgin Islands on a goodwill visit under the sponsorship of the Army Recruiting Command.

Although retired from baseball

for two years, Aaron was a major league hit when he toured the islands after an invitation by a personal friend, Lieutenant Colonel Raleigh B. Washington, Commander of the Army's San Juan District Recruiting Command.



Hundreds of students line up to welcome Hank at Arecibo High School.



(Left) Press conference at San Juan. (Center) A letter of thanks from Secretary of the Army to Hank Aaron, is presented by the Secretary's Civilian Aide, Mr. Julian McConnie. (Right) Playing golf with media executives.



Aaron bats 1000

During the five-day visit to the southern-most recruiting area of America, the baseball king was accompanied by Army recruiters during his visits to four high schools near San Juan, Puerto Rico, and one at Charlotte Amalie, Virgin Islands. Thousands of students cheered Hank when he arrived at the schools. They held baseballs and pieces of paper for him to autograph and listened to his remarks on baseball, the Army, and the need for young people to set their goals high in life.

Highlight of the visit to Puerto Rico, where baseball is the national pastime, was Aaron's arrival at Caguas Stadium. A crowd of 9,000

watched a televised ceremony for him and the Army recruiters before the start of an "Army Night" baseball game between the Caguas Criollos and the Arecibo Wolves.

Besides meetings with newspaper, radio and television representatives, Hank Aaron and the recruiters met with the acting governor of Puerto Rico, Reinaldo Paniagua.

But Hank Aaron's goodwill tour for Army recruiting was not "all work and no fun." The recruiters had arranged for him to play a game of golf Sunday afternoon with radio and television executives at picturesque Rio Mare, one of Puerto Rico's famous golf courses. Later, Hank had a chance

to chat with recruiters and their families at a picnic at Fort Buchanan.

"Hammerin' Hank" stated he was impressed by the enthusiastic welcome given him by the Puerto Ricans everywhere. He had not seen Puerto Rico since 1953 when he played winter ball for a few months with the Caguas team.

According to Colonel Washington, the goodwill tour of the well-known American home-run record holder gave excellent exposure to Army recruiting and strengthened the already good relationship between recruiting and the civilian community.





Re-Update

By **SGM ROBERT L. SWAGER**
HQ DA (DAPE-MPR-P)

• **Extension and Reenlistment Credits.** During a trip to Panama, General Rogers was asked by an NCO (probably a career counselor) why we do not give credit for an extension as we do for a reenlistment. We do not give credit for an extension primarily because the objective against which we are measuring accomplishments is a reenlistment objective, not a retention (reenlistments plus extensions) objective. In computing reenlistment objectives, the fact that soldiers do extend is taken into consideration. The reenlistment objectives are, therefore, lower than they would be if soldiers did not extend. As you know, soldiers can extend for one month up to 48 months. Furthermore, they can extend any number of times (as long as they have a valid reason and it is approved by proper authority) as long as they do not exceed a total of 48 months on any single enlistment. This situation creates difficulties in determining the point at which an extension should count as a reenlistment. If it were decided to give credit for extensions, the reenlistment objective would have to be increased accordingly. When faced with this alternative and the difficulty in deciding the cut-off point where an extension would count as a reenlistment, the MACOM career counselors and reenlistment officers overwhelmingly rejected the proposal to combine extensions and reenlistments.

• **Reenlistment Articles.** The *Journal* recently received a news release that is typical of many they receive. It read something like this:

Staff Sergeant X, a career counselor since December 1974, captured the title of unit/command career counselor of the year for 1977 in competition with 10 other career counselors from within the command. Selection for the award is based on accomplishment of reenlistment goals, outstanding personal traits, knowledge of the Army reenlistment program and innovations in reenlistment procedures.

As you can see, this tells us who won and what he won, but does not give anything we can "sink our teeth into" as regards how he won. We may use the news release to give recognition to the individual in a "one-liner" in the magazine, but we would like to have an article on what these "innovations" were so we could all benefit.

• **Weapons Training for Women.** We continue to get questions about DA policy on this subject. Paragraph

3, HQ DA (DAPE-MPT) message 301545Z June 76, "Subject: Weapons Training For Female Soldiers, Active Army, Army National Guard and Army Reserve," states that women, excluding conscientious objectors, who entered the service before July 1, 1975, will continue to participate in individual and unit weapons training on a voluntary basis. Prior to reenlistment, however, they must participate in basic rifle marksmanship training as required by AR 601-280, AR 40-111 and NGR 600-200, and unit weapons training programs as required by the appropriate commander.

• **USAREUR Reenlistment Conference.** The FY 78 USAREUR Reenlistment Conference will be held April 3-4 at the General Walker Hotel in Berchtesgaden.

• **Reenlistment Funds.** Major commands and subordinate elements have been provided some money in support of reenlistment efforts. This fund is known as the G-9000 account (Reenlistment Activity Funds). They can be used to enhance the reenlistment ceremony, to support reenlistment conferences, or be used for other activities as outlined in AR 37-100-78. To determine how much you have been allocated, see your comptroller.

• **Bar to Reenlistment.** MILPERCEN frequently receives request for accelerated bonus payment to relieve a financial hardship on soldiers who have just reenlisted. Further investigation determines that in some cases the soldier's adverse financial condition was caused by mismanagement of personal funds over an extended period and should have been known to the soldier's immediate superiors prior to reenlistment. Although MILPERCEN reviews each case individually and attempts to approve the request when justified, for compassionate reasons, there is doubt that some of these soldiers should have been allowed to reenlist in the first place. Continuous indebtedness, inability to live on current military pay, excessive credit obligations, reluctance to repay or late payments are legitimate reasons (among others) on which to base a bar to reenlistment. Reenlistment of soldiers who cannot control their finances is not supporting the Army's goal of a quality career force.

• **E9 Selection Rates.** As reported last month, MOS OOE selection rates (selected vs. considered) were considerably higher than the rest of the Army. A further analysis has been made of date of rank for career counselors. It shows that 44.2 percent of career counselors who were in the primary zone were selected as against 32.6 percent for the overall Army; in the secondary zone the selection rate was 5.6 versus 5.0 for the Army. These data confirm that the selection process to become a career counselor is working and that the soldiers who hold these jobs are regarded as superior.

• **Recoupment of Enlisted Bonuses.** Each month the Army Board for the Correction of Military Records receives requests for consideration from soldiers who are



Re-Update

having their bonuses recouped or stopped because their total active service at time of reenlistment, together with the new term of service, does not equal a sufficient period of obligated service for bonus entitlement. This error causes either a delay in award of the bonus to a soldier or recoupment of the bonus due to insufficient obligated service. Both cases cause an unnecessary hardship for the soldier and loss of credibility in the reenlistment program. Remember:

—to receive Zone A SRB a soldier must, among other requirements, reenlist or voluntarily extend his enlistment in the Regular Army for a period of at least three years, provided the reenlistment or extension, when coupled with existing active service, will provide a total period of active duty of at least six years.

—to receive a Zone B bonus, a soldier must, among other requirements, reenlist or voluntarily extend his enlistment in the Regular Army for a period of at least three years, provided the reenlistment or extension, when coupled with existing active service, will provide a total period of active duty of at least ten years.

- **Reenlistment Credits.** Credit toward accomplishment of reenlistment objectives is given to reenlistments that are shown in the DCSPER 398 Report (Roster of Immediate Reenlistments). This roster is published monthly and sent to major commands for subsequent redistribution to subordinate elements. It lists by name and place assigned each soldier credited to the command as a reenlistment that month. It is suggested that reenlistment offices that get this report distribute the applicable portions of it to the level which can best determine if all the soldiers who were reenlisted by the unit/installation during the month are shown in the report. They can also check to insure the critical data (major command and installation/unit to which the soldier is assigned, number of times reenlisted, and date of reenlistment) have been correctly reported. If not, the discrepancies should be brought to the attention of the next higher headquarters as soon as possible. Do not wait until the end of the year; the check should be done monthly.

- **Correction.** As part of the reenlistment steering group recommendation published in the November 1977 issue of the *Journal*, it was stated that a recommendation to display vacancies available under the station of choice option by installation only, and not by unit within the installation had been approved and implemented. This is incorrect. It has not been implemented, but is still under study.

- **Reenlistment Achievement.** The Fiscal Year 1977 reenlistment achievement figures by major command

were recently announced by HQ DA. Eight major commands achieved 100 percent or more of their initial term objective and 2d or subsequent terms. Those which made both are shown below in the bold face type:

COMMAND	FIRST TERMERS		2D/SUBSEQ TERMERS	
	OBJ	PCT	OBJ	PCT
USAREC	51	152.9	1108	117.1
CIDC	23	130.4	98	111.1
USARJ	62	166.1	136	141.2
USACC	775	100.4	1450	113.2
TRADOC	1951	111.8	5985	114.3
8TH USA	680	119.6	1280	103.9
USMA	37	127.0	79	107.6
SHAPE	99	103.0	200	111.0
DARCOM	313	88.2	780	86.9
INSCOM	718	66.0	834	78.1
FORSCOM	14984	93.2	19385	96.2
HSC	1056	72.7	1791	81.9
MTMC	9	122.2	61	75.4
MDW	176	86.4	275	101.5
USAREUR	9367	89.4	7344	114.7
OTHER				
CMDS	255	61.6	1274	54.0
TOTAL				
ARMY	30556	92.7	42081	101.2

- **New RETAIN Terminals.** As a result of a competitive bidding process, Computer Devices, Inc., (CDI) won the right to supply terminals for the RETAIN system. These terminals replaced the National Cash Register terminals which were obtained on an interim basis until the competitive bidding process was completed. With the installation of these new terminals throughout the system the following points should be noted by all users:

—Terminal operators should only use thermal paper, B version, in the new CDI B1030 terminals. Use of any other paper can cause the printing head to burn out and invalidate the warranty. (This supercedes notice on RETAIN paper in the September *Journal*).

—The contract states that CDI shall be responsible for a maximum response time of 24 hours for each request for maintenance (all calls for maintenance should be made to the toll free number 800-225-1387).

—If an equipment failure causes the machine to remain inoperative for a period of 10 work hours or more during any one week period, and it is determined that the equipment failed through no fault or negligence of the Government, and reenlistment processing was interfered with as a result of the equipment failure, CDI shall grant a credit to the Government for each work hour the machine is inoperative up to 60 hours in a month, (work hours are defined as 7:30 a.m. to 4:30 p.m. local time).

—Whenever one of these contract conditions are not met, you should contact the RETAIN office at MILPERCEN and report this situation so that the Army can claim reimbursement from CDI.





Notable and "Quotable"

"A great story"

"We have a great story to tell and we owe it to the nation and to the Army to inform the public."

GENERAL BERNARD W. ROGERS
Chief of Staff

Reserve support

"USAREC will have the mission of assisting Reserve commanders with day-to-day supervision and organization of individual recruiter effort. . . . The partnership existing between the Reserve, Guard and active Army in peacetime—the total Army must transi-

tion smoothly into an integrated force when an emergency comes. . . . USAREC and unit commanders must team up within each community so as to get the most from every recruiter and recruiting dollar spent."

GENERAL WALTER T. KERWIN
Vice Chief of Staff of the Army

"Best Army ever"

"This is the best Army we've ever had. . . . There is a visible demonstration of this in the spirit, morale and performance which I have seen throughout the units."

GENERAL FREDERICK KROSEN
Commander, FORSCOM

"Good ones staying"

"The quality of American soldiers in today's Army is the best in history. . . . The seasoned commanders with whom I have talked are agreed that today's soldiers are the best they have seen. They are enthusiastic about the quality of our troops."

"The efforts of the Recruiting Command in the past 12 months have been encouraging. Despite lessened resources, the Army promised to try to get 56 percent new high school graduates as recruits for the year ending September 30, 1977, and I can tell you that we have exceeded that figure. Achieving this goal represents

the highest rate ever achieved by the Volunteer Army."

"An even greater indication of the change in the attitudes of our young people can be found not only in those who join initially, but among those who reenlist for a second tour. It is encouraging to note that for the past five years these reenlistments have more than doubled among those who volunteer. Good ones are staying. This is an indication that the young people who stay in the Army are finding satisfaction and that, for the most part, the duties they perform are interesting, challenging and important."

CLIFFORD L. ALEXANDER
Secretary of the Army



Uniform Testing

A year-long test is scheduled to begin in June as part of a search for a uniform fabric that will provide the greatest comfort and smartest appearance for those who wear the Army green uniform.

By replacing the four basic fabrics and weights of the present uniform with one year-round fabric and weight, the Army believes it can substantially reduce expenses. Year-round use means the soldier can obtain longer life from each garment and save money for himself.

Two of the three test fabrics are similar to ones that have been on the civilian market for several years. The third is an all polyester serge of texturized yarns. All will be tested for color control, wrinkle resistance and recovery, durability and appearance.

Primary test sites are: Forts Monroe, McPherson, Sam Houston and Benjamin Harrison, the Presidio of San Francisco and either Korea or Germany.

NOTE: For sharp soldiers in USAREC who would like to test the new uniforms—sorry! Our job is to represent the Army of today, and that includes its uniforms.

Focus Responses

When the CG sent out "Forrester's Focus" No. 54 on the subject of the Special Forces needing some people help, recruiter response was to fill almost every 11B requirement for Special Forces plus some "Forrester's Focus" responses saying there were no Special Forces vacancies on REQUEST.

Sales in 11B have done so well that almost every requirement for that MOS for Special Forces has been filled through July, 1978. Other MOSs that Special Forces needs, however, didn't get filled as well. They still are short in MOS 05B and 12B. There are several seats and vacancies for the 5th, 7th and 10th Special Forces Groups on REQUEST now through July. They also have a requirement for 91B but these are very limited and must be obtained by the guidance counselors on a case-by-case basis through the Operations Center at USAREC HQ.

In responding to the "Focus" responses, these two points became clear to the people in the Operations Center:

- The field is limited to Table H-3 beyond nine months; and
- People automatically associate Special Forces with MOS 11B only. There are other MOSs available.

Keeping Up

Two of the best publications put out by HQ DA to

keep soldiers (and recruiters) up to date on what is happening in the Army at large are *Soldiers* magazine and "The DA Scene."

Both publications are written in a language style that will appeal to people today, and as such can be used by recruiters to show prospects what life is like in the Army. This is especially true for *Soldiers*.

Recruiters who don't receive enough copies of either publication—or particularly those who don't receive any copies—should contact their DRC administration office to begin receiving them.

Armed with the information that recruiters need more copies of *Soldiers* or "The DA Scene," a change to the DRC's DA Form 12-5 can be submitted to the AG Publications Center in Baltimore. Soon the extra copies will be arriving at the DRC for redistribution to the recruiting station.

Wasting Energy

We've all heard many words about keeping the room thermostat down to save energy. The Facilities Engineering people at Ft. Sheridan came up with the following cost comparison showing how much more money would be spent in keeping thermostats above 68°F for the entire heating season:

DEGREE F	PERCENT INCREASE
68	base cost
69	8 percent
70	16 percent
71	25 percent
72	35 percent
73	42 percent
74	54 percent
75	65 percent
76	76 percent
77	88 percent
78	100 percent

Reenlistment RPIs

The following list includes items currently available for requisitioning for **reenlistment** purposes only. All requisitions should be submitted **by career counselors** on Form DA-17 (3 copies) through Commander, US Army Recruiting Command, ATTN: USARCASP-D, Ft. Sheridan, Ill., 60037, to US Army Publications Center in accordance with AR 601-280, para 1-14. Unless otherwise indicated all posters are small (11" x 14").

RPI 134 Folder. Warrant Officer Flight Training (limited quantity).

RPI 300 Booklet. If there's a question, you'll have the answer.

RPI 301 Folder. The Army Service School Reenlistment Option.

RPI 302 Booklet. Your career decision in today's Army.

RPI 303 Folder. How to tell friends you're reenlisting.

- RPI 305 Poster. The Army's been good to this Army wife.
- RPI 307 Poster. Since I've been in the Army, the longest I've sat still is for this photograph.
- RPI 325 Poster. \$8,000 is \$8,000.
- RPI 331 Poster. Music is where I want to be.
- RPI 332 Folder. Music is where I want to be.
- RPI 334 Poster. How to tell your friends you're reenlisting.
- RPI 338 Folder. Special Forces.
- RPI 341 Folder. Berlin Brigade.
- RPI 342 Folder. Ranger.
- RPI 343 Folder. Old Guard.
- RPI 345 Folder. Combat Arms Option.
- RPI 347 Folder. Overseas.
- RPI 349 Label. We serve proudly.
- RPI 358 Label. Career Counseling 1".
- RPI 361 Bumper sticker. There's something about a soldier.
- RPI 363 Bumper Sticker. Keep a good soldier in the Army. Reenlist.
- RPI 373 Booklet. Living with the Army.
- RPI 379 Poster. Demolition.
- RPI 380 Poster. Artilleryman.
- RPI 382 Poster. Radio Operator.
- RPI 383 Poster. The best way to see Europe is to live and work there.
- RPI 384 Poster. Uncle Sam Needs Me Too.
- RPI 385 Poster. Will your next job make you feel as good as the one you have now.
- RPI 386 Poster. Patches (large).
- RPI 387 Poster. Your family benefits when you reenlist.
- RPI 392 Label. Serving Army with pride (glue on back)
- RPI 393 Label. Serving Army with pride (glue on front)
- RPI 399 Calendar. Reenlistment Reminder Schedule. 18 months.
- RPI 951 Label. Yesterday. Today. Tomorrow. The United States Army.
- RPI 975 Book. Army Occupational Handbook with Errata sheet no. 1 (One per reenlistment office).
- RPI — Book. A Digest of US Army Posts (Limit 10 per request).

Using Leave Time

Many AIT graduates reporting to Europe arrive with a "minus" or "zero" leave balance, according to reports from USAREUR. Soldiers faced with this problem have indicated that they were not adequately briefed on their leave privileges before they left the US.

Unit commanders are supposed to make sure that all AIT students receive detailed briefings on the leave program, including the long-range effects of taking advance leave between BCT and AIT, according to MILPERCEN. Also, pre-departure briefings for a European tour should include information about leave entitlements. Many experienced soldier-travelers who have spent time in

USAREUR try to make sure that they arrive in Europe with healthy leave balances so that they can take advantage of the travel opportunities offered by being stationed there.

Recruiters who "sell" the advantages of overseas travel should make sure that applicants are cautioned about spending leave time in the states before departing for the overseas tours.

According to MILPERCEN, the leave policy for people in Europe is similar to the stateside leave policy: while a unit's operations must be considered when leave is requested and granted, liberal use of leave time is encouraged.

USAREC/USAR Program

The following announcement was released to news media at the Pentagon 8 December 1977:

"Department of the Army today announced a pilot program under which the US Army Recruiting Command (USAREC) will assist the US Army Reserve (USAR) recruiting effort. The initiative was taken to improve unit readiness and strengths in USAR units and allow the USAR commander to devote more time to operations and readiness functions.

The Army established the program at the Syracuse, N.Y., District Recruiting Command to manage recruiting operations for USAR units located in that vicinity. USAR recruiters within the Syracuse DRC recruiting areas have come under the operational control of the USAREC management structure. This is the initial step of a phased implementation allowing USAREC and USAR commanders, in partnership, to improve USAR recruiting program management."

See the February issue of the *Journal* for a detailed discussion of this new program.

Parting Shot

Prior to the birth of MEPCOM, Ft. Sheridan was relatively pure—pure that is in that the only uniforms to be seen on post were Army green. Now things are different with Air Force blue, Marine green, Coast Guard blue and Army green all mixed together like cole slaw.

Not long ago, an unnamed NCO arrived at HQ USAREC. Not a recruiter, he admitted at lunch the other day that this melange of uniforms was causing him all sorts of trouble.

He allowed that, "I'm so confused with the variety of uniforms here. The other day I think I saluted the post fire chief."



Index for Calendar Year 1977 Journals

This index is for *Journal* issues printed in calendar year 1977, Volume 30. We felt it might be of use to station commanders in their continuing training mission. Those articles indexed are generally feature articles; departments have not been indexed because of their heterogeneous nature. You may wish to supplement this index with your own, indicating locations of related bits and pieces in our departments.

Advertising/Sales Promotion

Feb pg. 14
Mar pg. 21
Apr pg. 7
Jun pp. 30,31,32

AFEES/MEPCOM

Feb pp. 1,2,3,4,8,9,10,11
Jun pg. 14
Dec pp. 9,10

Education/Project Ahead

Feb pp. 26,27,28
Apr pg. 11
Jun pp. 26,27,28,29
Aug pp. 8,9,13,16
Oct pg. 28
Dec pp. 23,24

Human Relations

Feb pp. 12,13
Jul pp. 10,11,12
Oct pg. 21
Nov pp. 22,23

Handy Dandy Guide to the Army

Jan pp. 35,36 MOS 11D
Feb pp. 1,2,3,4 AFEES processing
35,36 MOS 13E
Mar pp. 35,36 MOS 11B
Apr pp. 35,36 MOS 94B
May pp. 35,36 MOS 91B
Jun pp. 35,36 MOS 16P
Jul pp. 35,36 MOS 12C
Aug pp. 35,36 MOS 17K
Sep pp. 35,36 MOS 43E
Oct pp. 35,36 MOS 16E
Nov pp. 35,36 MOS 63C

Professional/Personal Development

Jan pp. 6,24,25,26
Mar pp. 27,28,29,34
Apr pp. 25,26
Jul pp. 22,23,24,25,26,27,28,30,31
Nov pp. 24,25

Prospecting/Leads

Jan pg. 9
Mar pp. 31,32,33
May pp. 6,7,8,9
Jun pp. 2,9,10,16,17
Sep pp. 6,7,8,9,10,11,12,18,26

Recruiting HSDG

Jan pg. 22
Jun pp. 22,23
Sep pg. 13

Recruiter Aides

Jan pp. 30,31

Sales

Jan pp. 13,14
Mar pp. 2,3,4,5,8,9,10,11,25
Apr pp. 8,9,10,12,13,14,15,16,17

Women/ANC

Feb pp. 22,24,25
May pp. 12,13

MOS 71R:

Broadcast Journalist

One Military Occupational Specialty always in need of a few good people is 71R—Broadcast Journalist. Paradoxically, more people apply to be a “Romeo” than can possibly make it, but filling the MOS training seats proves to be a problem. Why?

The requirements for becoming a broadcaster aren't all that tough. The applicant doesn't have to be Wolfman Jack or Harry Reasoner to pass the required voice audition for entrance to the school. And a person isn't necessarily out of the running if he happens to hail from Wedowee, Ala., or even the Bronx.

Believe it or not, the main problem is *reading*. This is one of the most important skills that a broadcaster must possess. A golden voice isn't a substitute for the ability to read copy with ease. There is always a moment (if not a year or two) when the broadcaster is going to be required to take copy straight off the wires of UPI or AP and read it on the air with little preparation, otherwise known as the “rip and read” technique.

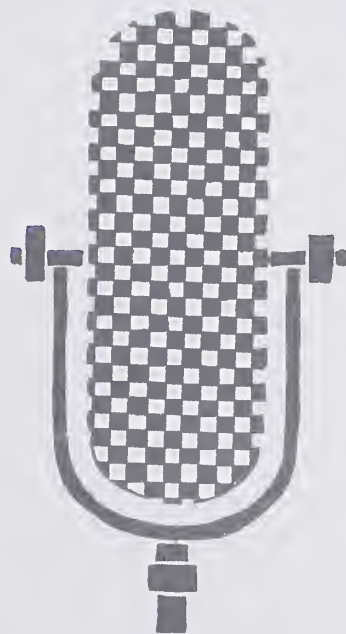
“We're looking for someone who can read conversationally,” said Major Bob Glymph, who heads the Radio/TV department at the Defense Information School (DINFOS) at Ft. Ben Harrison, Ind. “Of course there are some speech problems which are difficult to remedy—pronunciation problems, speech defects, dropping sounds, sound substitutions, dental difficulties and problems with “s” sounds (sibilants).”

The survivors of the auditions attend the 71Romeo course, given at the all-service school at Ft. Ben. Students undergo routine processing and then begin 10 weeks of training.

The first part of the training is three weeks of instruction in subjects which broadcasters share with jour-

nalism students. They are then separated into their respective MOS tracks.

The broadcasters' second three-week period is devoted to developing skills in radio. Here they produce nine on-air shows while learning writing, production, music programming, etc. They also continue to study voice and diction. The final exam for the radio portion is practical application: testing mechanics (operation of the audio control console); voice and ad-libbing ability (vocal presentation and oral communications ability); programming and policies; and adherence to industry-accepted broadcast practices and policies.



The final part of the course is television, where students use the foundation built in radio with the added visual element. Each student does six production exercises, five newscasts and one interview. They work as members of the studio team and take turns as director, booth announcer, newscaster and camera operator. Pro-

duction exercise six lasts for three days and the student is required to assemble his own newscast.

Although graduation announces the young soldier to be a neophyte broadcaster at best, the Army offers the opportunity to gain the experience necessary to become a true professional.

There is a wide variety of assignments available to the Army broadcaster. Overseas, especially in Korea, the American Forces Radio and Television Service (AFRTS) offers many opportunities. “If it exists in broadcasting,” says MAJ Glymph, “we do it in AFRTS.” The young soldier we graduate may become virtually anything—from television newscaster and deejay to producer and technician.” There are literally hundreds of stations throughout the world, and the Army also has an expanding closed circuit program.

When the young soldier arrives at his new duty station, he is given another audition. The department heads of the radio and television staff listen to the audition and decide on the best place for the budding broadcaster. The broadcaster also gives some personal history and is questioned on his knowledge of current affairs. Of course, the junior member of the staff is usually given the less desirable assignments—graveyard shifts, weekends, etc., on first assignments. But, that's standard practice in the civilian world, also. In the Army it doesn't take long for a really good broadcast journalist to be recognized. The broadcast specialist, equipped with the introduction to the tools of the trade, spends the first year of his assignment on on-the-job training. After gaining experience he is able to progress and assume positions of increasing responsibility.

FLAME



MOS 71R
Broadband
Speech